Introducing: Two new editorial features for '94

Last year at this time, Golf Course News introduced three new features that appeared in each month during 1993: "Tour of Duty," "Marketing Idea of the Month" and "Q&A" with architects in the news. All three features have been well received and will continue in 1994. But the golf course market never stops changing, so we add two new features to keep pace. The "USGA: Off the Record" (get it?) is a monthly spotlight report appearing in our maintenance section. Each report will discuss a specific piece of turfgrass research, conducted by universities and field stations across the nation, or an innovative maintenance technique.

USGA Green Section Director of Research Mike Kenna penned the first installment, which appears this month on page 48. In brief, the USGA Green Section regional directors and staff will weigh in each month with scientific studies of interest both superintendents and professionals.

The second new feature, called "The Public Arena," will appear monthly at the newspaper's rear — where "On the Green" used to appear (Don't worry, innovative equipment fans: "On the Green" has been moved to the Maintenance section, page 26).

"The Public Arena" will concentrate on the stupendous growth of public-access golf in America. This month, we look at the city of Williamsburg, Va., which proves that municipalities can determine the nature of golf developments within its borders.

Hey, no offense intended... None taken?

Please, I don't mean to offend, but can anyone get through 24 hours nowadays without piercing something sensitive with a needle? The peoplehood of America is speaking up, and it's silly and disgusting... It seems that someone everywhere looks and craves, every tier of social strata and every ancestry thinks they have to be offended by something — anything. And if they're not offended, they should be, say the self-proclaimed spokesperson. It seems some are making careers out of being offended, so why hold their offense... well, offensive.

A group of African Americans stands before the television cameras and dispatch missiles against that, and the other thing. At the University of Massachusetts (Amherst, Mass., high school 23,000) a group of 30 protestants wants the school to change its nickname from the Minutemen, who has a musket resting on his thigh, is a white, gun-bearing male figure who promotes sexism, racism and violence. In 1972 UMass changed its name from Redmen because protesters said it opposed Native Americans. This is emotional, intellectual tripe, causing divisiveness and anger. And it is being given credence.

Do we have nothing better to do in the United States than dig for reasons to get upset? Whatever happens, we are nation under God, indissoluble, with liberty and justice for all? Oh, please, basted God out of it, so now it's open season.

Are the Frenchpenners of hardier stock up there in Canada where a National Hockey League team is called the Canucks? They don't seem upset. Maybe they don't need A CAUSE. I've got Native American blood mixed in with Scottish and there is a bunch of people who think they can speak for me. They can spit out epithets against the Atlanta Braves, the Cleveland Indians, the Dalhouse Warriors. The tomahawk chop offends them. Give me a break!

Next thing you know, the world of golf will be mete here and there with the likes of protesters picketing the names of golf courses. So, here's the bottom line. I think Golf Nation should be proactive here and beat these poor offended persons to the punch. Be thinking of what offensive name you can give your facility. But, in doing so, keep these aside (or it's brought to mind):

- Beware of color references and cut out Indian (as in Indian Creek, Indian Footholes, Indian Meadow and Indian Summer);

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Letters

ASGCA HEAD TAKES ISSUE

To the Editor:

I would like to take this opportunity to tell you that Matthews & Associates, Inc. (717-788-7112) respect and appreciate the solid, concise golf information which Golf Course News provides. It is one of the few publications in the golf industry which is consistently read in our office. It has always been a magazine which maintains a certain level of credibility due to the accurate content of its articles.

Therefore, I feel it necessary to express my views regarding your recent paper, "Best Architect of the Year," "Best Builder of the Year," etc. Your publication has the distinction of serving the entire United States. Keeping this in mind, I find it next to impossible for your respondents to determine the "Best" in any category. The respondents cannot possibly know realistically how much or how long one architect has traveled throughout the entire United States to evaluate with any consistency the "Best" courses, architects, or builders. Each respondent will, of course, be biased towards his/her geographic location and as such the votes in each category will reflect this.

In addition, I feel these surveys tend to be more politically motivated and less reflective of actual talents/designs. Many lesser known courses, designers, and builders are overlooked, not because of their lack of votes, due mainly to lack of name recognition acquired through large publicity budgets. Your publication relies on useful information from the south central states (Louisiana, Oklahoma, Mississippi and Alabama). I would appreciate hearing from you about those states.

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ASGCA HEAD TAKES ISSUE

To the Editor:

I had the pleasure of attending the Professional conference with Hal Phillips, editor.

MORE DAILY-FEE ATTENTION

To the Editor:

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LOYAL LETTER READER

To the Editor:

This is just a quick note to let you know that you company finds Golf Course News Development Letter an extremely valuable piece of information.

We look forward to receiving our newsletter every other Monday, and we appreciate the accuracy and timeliness of the contents. Keep up the good work!

Enclosed, please find our renewal of the subscription, and one of our brochures. Just thought you might like to know one of your customers, as we like to know ours.

Jody Downing, Manager, Earth Sculptures La Quinta, Calif.

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REGIONAL NEWS HOLE

To the Editor:

I enjoy reading Golf/Course News. The information is always timely, thought provoking and useful. The Regional News section, however, does not include information from the south central section of the country (Texas, Louisiana, Oklahoma, Mississippi and Alabama). I would appreciate information from this area.

Earl A. Tonjes GM, Old Cross Bayou Club Mattress Bayou, La.

...Continued on next page
EPA head addresses golf course management practices

By CAROL M. BROWNER

I don't play golf, but I love green landscapes, blue skies and crystal clear water — just like the nation's 14 million active golfers and managers who spray their courses with pesticides to control weeds and insects as needed. Pesticides are a part of the turf. Children who walk the course or feel the maintenance profession has just become another issue. But for your convenience, it appears here, as it was published. Phillips comment

Continued from previous page

Jetting around the country, playing all the new golf courses. I try to hit a good point. Architects do not, nor should they expect to play all the nation's newly opened golf courses. However, who better to make judgments on the quality of golf courses? The Golf Course News staff? Hasn't anyone else thought about it?

Further, all polls, surveys and elections are, by nature, political and subjective. That's why they're so interesting.

Golf Course News will respond to Matthews' comments, as we have in the past. The annual Golf Course News awards are not set in stone — they change with every passing year. For example, in response to input from readers, this year we honored the unsung members architectural firms (instead of the principal "name") and the best maintained course on the LPGA Tour (as opposed to the Senior or PGA tours).

We always appreciate your comments, good and bad. And we always try to respond.

When I took this job about two years ago, one of my first questions was, "I wonder if superintendents liked Caddyshack." Funny movie — perhaps the funniest movie ever made about golf. But it's not particularly flattering to superintendents.

Whether you thought the film was hilarious or felt the maintenance profession has just begun to live it down, you thought you might be interested that Caddyshack has finally reached American pop culture's pinnacle status: Merchandising. Yes, Atlanta-based Ford Trading Company has announced the completion of an agreement with Licensing Corp. of America, a division of Warner Bros., to market merchandise bearing the Bushwood Country Club logo and other related Caddyshack references such as "Be the ball," "Cinderella story," and presumably, "Die, gopher!"

According to Ford spokesman Warren Grant, any purchase of Caddyshack memorabilia carries with it a automatic lifetime membership at Bushwood CC. For additional information, call Ford Trading Company at 404-885-9385.

Talking to the one-and-only Palmer Maples is always a treat. His comments were sought this month in connection with the story on Steve Mona's appointment as GCSAA executive director. For 12 years, Palmer has served as superintendent at Summit Chase CC, in Snellville, Ga., 25 miles outside Atlanta. He's clearly taken with the place. "Everybody is somebody in Snellville," he proclaims proudly. "In fact, Atlanta's just a suburb of Snellville."

In case you missed it, Publisher Charles von Brecht has moved the Golf Course News advertising office to a new location in downtown St. Petersburg, Fla.

His new address and phone/fax number — and those of Marketplace salesperson Mary Anderson, appear each month in the headshot on the facing page. But for your convenience, it appears here, as well:

Charles E. von Brecht
227 Second Avenue North
St. Petersburg, FL 33701
Phone: 813-898-7077
Fax: 813-825-0923

Obituaries

Howard Kaerwer, 73

SPokane, Wash. — Howard E. Kaerwer, retired director of turfgrass research and development at Northrup King Co., died on Nov. 19, 1993. He was 73.

Mr. Kaerwer was born in Oswego, Wis., and served during World War II aboard a Navy submarine. He received his B.S. in agronomy from the University of Wisconsin and his M.S. from the University of Minnesota.

Mr. Kaerwer logged 37 years of crops, forage, and turfgrass breeding and research at NK. He took charge of NK research 1953 and developed extensive cooperative research projects with university researchers across the country. His collection of personally collected germplasm samples yielded such landmark varieties as NK100, NK200, Goalee and Delray perennial ryegrasses, and Kentucky bluegrass. When he retired in 1984, he joined the Advisory Committee and the Turfgrass and Environmental Research Committee at the USGA.

He earned the Distinguished service award from the Golf Course Superintendents Association of America in 1988.

On Nov. 17, 1993, Mr. Kaerwer was scheduled to be honored as the Minnesota Golf Course Superintendents Association Man of the Year. Larry Vettor, a long-time colleague at NK, accepted the award on his behalf.

Mr. Kaerwer is survived by his wife, Barbara, in Minnesota and his sister, Elizabeth, in Illinois. Gifts in his memory may be directed to the University of Minnesota Landscape Arboretum Foundation.

READERS are invited to contribute letters and guest commentaries to the Golf Course News editorial pages. If something in the newspaper rings true, we want to know about it. By the same token, if something rubs you the wrong way, we want to know about it, too. Please send submissions to Golf Course News, 38 Lafayette St., Yarmouth, ME 04096; or call 207-848-0600.